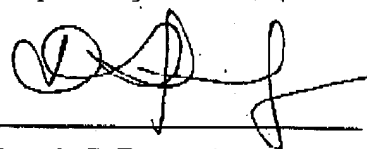


REMARKS

In response to examiner final rejection of claims 1, 2, 4-8, and 19-20 per 35USC102b over Levergood (US.PAT 5708780), and claims 3 and 9-18 per 35USC103a over Levergood and Hoffberg (US.PAT 5775357), Applicants amend claims 1, 9 and 19 to specify patentably over such references among other things "...search query and auction bid..." Applicants respectfully submit that claims are in condition for allowance; and reconsideration of rejections is requested.

Respectfully submitted,



Dennis S. Fernandez

Reg. No. 34,160

Date: 7/23/04

Address: **FERNANDEZ & ASSOCIATES LLP**
Patent Attorneys
1047 El Camino Real, Suite 201
Menlo Park, CA 94025

Phone: (650) 325-4999
Fax: (650) 325-1203
Email: iploft@iploft.com